II. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of managing items available for electronic purchase, the method comprising:

storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure that dynamically generates a page based on the result of the query;

identifying at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

automatically generating the query for each level of the hierarchical structure to display the at least one high frequency item on a high level page.

2. (Original) The method of claim 1, further comprising:

presenting the at least one high frequency item to an administrator; and

selecting at least one high frequency item for display on the high level page.

3. (Original) The method of claim 1, further comprising storing the operations performed by a user to select an item in the hierarchical structure.

4. (Original) The method of claim 3, wherein the identifying step includes analyzing the stored operations.

5. (Original) The method of claim 3, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

6. (Previously Presented) The method of claim 1, further comprising maintaining a record of the frequency that each of the items has been purchased.

7. (Currently Amended) The method of claim 6, wherein a separate record of the frequency of purchase of each of the items is maintained for each of a plurality of groups of users.

8. (Currently Amended) A method of managing items available for electronic purchase, the method comprising:

storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure that dynamically generates a page based on the result of the query;

identifying at least one high frequency item for a group of users, wherein the at least one high frequency item is an item that is frequently purchased;

presenting the at least one high frequency item to an administrator for the group of users; and

selecting at least one high frequency item for display on a high level page for each user in the group of users.

9. (Original) The method of claim 8, further comprising automatically generating the query for each level of the hierarchical structure to display the selected at least one high frequency item on the high level page.

10. (Previously Presented) The method of claim 8, further comprising separately maintaining records of frequencies that each of the items has been purchased for a plurality of groups of users.

11. (Original) The method of claim 8, further comprising storing the operations performed by a user to select an item in the hierarchical structure.

12. (Original) The method of claim 11, wherein the identifying step includes analyzing the stored operations.

13. (Previously Presented) The method of claim 9, further comprising storing the operations performed by a user to select an item in the hierarchical structure, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

14. (Currently Amended) A system for managing items available for electronic purchase, the system comprising:

a storage system for storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure that dynamically generates a page based on the result of the query;

a frequency system for identifying at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

a display system for displaying the at least one high frequency item on a high level page by automatically generating the query for each level of the hierarchical structure.

15. (Original) The system of claim 14, further comprising a selection system for selecting an item in the hierarchical structure, and storing the operations performed to select the item.

16. (Previously Presented) The system of claim 14, wherein the frequency system separately maintains records of frequencies that each of the items has been purchased for each of a plurality of groups of users.

17. (Original) The system of claim 14, further comprising an administration system for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.

18. (Original) The system of claim 14, further comprising an identification system for identifying a user.

19. (Currently Amended) A computer program product stored on a recordable medium for managing items available for electronic purchase, which when executed comprises:

program code for storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure that dynamically generates a page based on the result of the query;

program code for identifying at least one high frequency item, wherein the at least one high frequency item is an item that is frequently purchased; and

program code for displaying the at least one high frequency item on a high level page by automatically generating the query for each level of the hierarchical structure.

20. (Original) The program product of claim 19, further comprising program code for selecting an item in the hierarchical structure, and storing the operations performed to select the item.

21. (Previously Presented) The program product of claim 19, further comprising program code for separately maintaining records of frequencies that each of the items has been purchased for each of a plurality of groups of users.

22. (Original) The program product of claim 19, further comprising program code for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.